



"The Grocer of Yesterday" —

This "grocer of yesterday" is not the progressive "grocer of today" for sane sanitation has taken the place of senseless, slovenly methods. Foods are now sold largely in sealed packages, protected from dust, dirt, germs, and moisture.

In "the good old days" nearly all groceries were sold in bulk and the illustration above is typical of the open sugar barrel, the uncovered butter tub and the cracker box open to dust and dirt. In those days we didn't worry about germs and microbes as we do today, but as we become better educated in the matter of our food supply, we take no chances with contaminations to which uncovered bulk goods are exposed.

The Washington Times in selecting the grocers in Washington and surrounding towns to display the Westfield Pure Food Transparency, have been careful to pick clean, sanitary stores, run by progressive "grocers of today."

The grocer is the natural adviser of the food buyer and it is his privilege and duty to guide the customer in choosing between different products claiming to offer the same purity and quality.

The grocery business at best is complicated. The margins of profits are small, the overhead expense is usually high by reason of the necessity for frequent deliveries of small purchases.

Instead of following the common practice of condemning the grocer for what he cannot help, The Westfield Movement seeks to provide him as well as his customers with a handy guide to foods which are pure and high grade.

Every retail grocer in Washington displaying the Westfield Pure Food sign on his store window, has today received with the compliments of The Washington Times and The McClure Publications, a copy of The Westfield Book of Pure Foods. In providing him with a list by which he can judge between good foods and bad we are trying to help him, not hinder.

By patronizing these stores you can once and for all lock your doors against the food adulterator and harmful chemical concoctions.

Westfield Pure Food Products

—as listed in The Westfield Book of Pure Foods—
published by the Board of Health of Westfield, Mass.,
the Pure Food Town. May be purchased at Grocery
Stores in Washington and Surrounding towns, displaying
the twelve color

Westfield Pure Food Sign

on the front door or windows of their store. Look for
these stores in your own neighborhood, see the printed
list of these grocers on another page of this paper. Be
sure that the grocer you patronize is running

— A Westfield Pure Food Store

